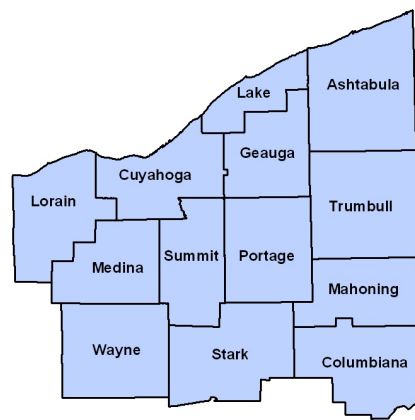

Northeast Ohio Regional Omnibus Poll 2005



Public Attitudes Toward Regional Quality of Life and Economy

Sponsored by the



The Ohio Urban University Program



Northeast Ohio
Research Consortium

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INTRODUCTION

The 2005 Northeast Ohio Regional Omnibus Poll was conducted by the Center for Policy Studies, a division of the Institute for Health and Social Policy at The University of Akron. Local government, social service agencies and nonprofit organizations were invited to take part in the poll by purchasing questions to be included on the survey. Six organizations participated, including the Northeast Ohio Research Consortium (NEORC). Each organization received a separate report tailored to their specific research questions. The Center for Policy Studies was able to provide this research at an affordable cost to participants due to funding support from the Northeast Ohio Research Consortium, a program of the Urban University Program (UUP).

The Northeast Ohio Regional Omnibus Poll is a representative sample of 1,297 households across thirteen Northeast Ohio counties. The counties surveyed included Ashtabula, Columbiana, Cuyahoga, Geauga, Lake, Lorain, Mahoning, Medina, Portage, Stark, Summit, Trumbull, and Wayne Counties. The number of respondents surveyed for each county varied according to the overall population of each county. Samples were drawn using random digit dialing methodology. Interviews were conducted via telephone by trained interviewers during March and April, 2005. A more in-depth explanation of the research methodology is given in Appendix B of this report.

The general questions underwritten by NEORC on the regional omnibus poll focused on quality of life and economic issues in the Northeast Ohio region. These questions are outlined in Section II of this report and the results reported in Section III. In addition to these core questions, results are provided for the general demographic questions that were asked as part of the omnibus poll. The basic response frequencies of the core NEORC and demographic questions are contained in Appendix A of this report.

SECTION I
EXECUTIVE SUMMARY
Northeast Ohio Research Consortium

The results of the 2005 Northeast Ohio Regional Omnibus Poll indicate that respondents were generally satisfied with the region as a place to live. Respondents rating the regional quality of life as *good* or *excellent* amounted to 61.7% of those surveyed across the thirteen-county region, while another 28.4% rated the region as *fair* (see Table 1.1). Less than 10% of respondents asserted the regional quality of life was *poor* or *very poor*. Respondents rating the region unfavorably as a place to live generally cited employment and economic considerations. In addition, when asked to state the most important problem facing the Northeast Ohio region, over half of all respondents cited employment and economic concerns, such as the loss or lack of jobs, businesses leaving the region, an unstable or poor economy, lack of economic development, and shortage of good paying jobs.

Respondents tended to rate their local community, e.g., city or township, more favorably as a place to live compared to the Northeast Ohio region. Just over three-quarters, 76%, of respondents rated their local community as an *excellent* or *good* place to live, while 18.4% rated their community as *fair*. Only 5.6% of respondents rated their local community as a *poor* or *very poor* place to live. When asked to state the most important problem facing their local community, employment and economic concerns continued to be the dominant concern, but to a lesser degree compared to the regional level.

Although respondents were generally content with the quality of life in the region, they were less optimistic regarding the Northeast Ohio economy. Over three-quarters, 76.6%, of respondents asserted the regional economy was headed in the wrong direction. Furthermore, nearly one-third, 32.2% of all respondents, reported their household was worse off financially from a few years ago, while 38.1% indicated their household was about the same financially. Only 29.7% of respondents indicated their household was better off financially from a few years ago.

When asked to rate the quality of job opportunities, in general, in Northeast Ohio, only 13.7% of respondents felt such opportunities were *good* or *excellent*, while 40.2% rated such opportunities as *fair*. Nearly half, 46.2%, of respondents rated the quality of regional job opportunities as *poor* or *very poor*. Respondents rated the quality of job opportunities for young people slightly more favorably.

Table 1.1 Summary Findings: Regional Economy and Quality of Life			
Issue	Response	Proportion of Respondents	Sample Population
Regional Quality of Life	Excellent/Good	61.9%	(n=1295)
	Fair	28.4%	
	Poor/Very Poor	9.7%	
Community Quality of Life	Excellent/Good	76.0%	(n=1296)
	Fair	18.4%	
	Poor/Very Poor	5.6%	
Regional Economy	On Right Track	23.4%	(n=1237)
	On Wrong Track	76.6%	
Household Finances	Better Off Financially	29.7%	(n=1278)
	About the Same	38.1%	
	Worse Off Financially	32.2%	
Regional Job Opportunities in General	Excellent/Good	13.7%	(n=1267)
	Fair	40.2%	
	Poor/Very Poor	46.2%	
Regional Job Opportunities for Young People	Excellent/Good	19.0%	(n=1239)
	Fair	38.4%	
	Poor/Very Poor	42.5%	
⁽¹⁾ Proportion of valid responses. ⁽²⁾ Number of valid responses.			

Northeast Ohio Poll respondents were generally satisfied with the quality of colleges and universities in the region, but were not content with the cost of higher education. For instance, 87.4% of respondents rated the quality of colleges and universities in the region as *good* or *excellent* (see Table 1.2), while 10.9% rated regional higher education as *fair*. Less than 2% of all respondents rated the quality of colleges and universities in the region as *poor* or *very poor*. Respondents with generally more educational attainment were more likely to rate the quality of higher education in the region favorably. In terms of the affordability of higher education in Northeast Ohio, respondents were less enthusiastic in this regard than they had been in rating the quality of higher education in the region. Over one-quarter, 26.5%, of respondents rated the affordability of regional colleges and universities as *poor* or *very poor*, and over one-third, 37.6%, rated the cost of higher education as *fair*. Only 36% of respondents rated the affordability of colleges and universities in the region as *good* or *excellent*. Respondents who rated the quality of higher education unfavorably were more likely to rate the affordability of such education as *poor* or *very poor*.

Similarly, respondents were generally satisfied with the availability of quality health care in Northeast Ohio, but were less content with the cost of obtaining quality health care. With respect to the quality of regional health care, over two-thirds, 68.8%, of respondents rated the availability of such care as *good* or *excellent*. On the other hand, 17.6% of respondents rated the regional availability of quality health care as *fair*, while 13.7% rated regional health care as *poor* or *very poor*. Respondents who were more likely to have health insurance, such as full-time employees and retirees, were more likely to rate the availability of health care favorably. With respect to the cost of quality health care in the region, the plurality, 36.4%, rated the affordability as *poor* or *very poor*, while another 35.6% rated affordability as *fair*. Only 27.9% of respondents rated the affordability of quality health care in the region as *good* or *excellent*. Respondents from households that were worse off financially from the previous year, or that had relatively less annual income, were more likely to rate the affordability of health care unfavorably.

Table 1.2 Summary Findings: Regional Secondary Education and Health Care			
Issue	Response	Proportion of Respondents	Sample Population
Quality of Colleges & Universities In Region	Excellent/Good	87.4%	(n=1220)
	Fair	10.9%	
	Poor/Very Poor	1.7%	
Affordability of Colleges & Universities In Region	Excellent/Good	36.0%	(n=1198)
	Fair	37.6%	
	Poor/Very Poor	26.5%	
Availability of Quality Health Care In Region	Excellent/Good	68.8%	(n=1280)
	Fair	17.6%	
	Poor/Very Poor	13.7%	
Affordability of Quality Health Care In Region	Excellent/Good	27.9%	(n=1260)
	Fair	35.6%	
	Poor/Very Poor	36.4%	
⁽¹⁾ Proportion of valid responses. ⁽²⁾ Number of valid responses.			

Respondents of the Northeast Ohio poll appear to be somewhat mobile in terms of their residence. When asked if they were likely to change their residence during the next five years, nearly half, 45.2%, indicated they were *very likely* or *somewhat likely* to move (see Table 1.3). The remaining proportion of respondents either stated they were not at all likely to change residence or had not thought about moving. Respondents who indicated they would likely change their residence within the next five years were asked whether or not they would remain in the Northeast Ohio region. Nearly half, 48.6%, of the respondents who said they will change residence indicated they would likely leave the region. This amounted to 21.8% of all respondents. The most frequently cited reasons for intending to leave the region were related to employment opportunities.

Table 1.3
Summary Findings: Likelihood of Changing Residence/Leaving the Region

Issue	Response	(1)	(2)
		Proportion of Respondents	Sample Population
Likelihood of Changing Residence During Next Five Years	Very/Somewhat Likely	45.2%	(n=1292)
	Not At All Likely	42.7%	
	Have Not Considered It	12.1%	
Moving: Will Remain in Northeast Ohio	No - Will Leave Region	48.6%	(n=580)
	Yes - Will Stay in Region	43.3%	
	Not Sure	8.1%	
⁽¹⁾ Proportion of valid responses. ⁽²⁾ Number of valid responses.			

SECTION II
SURVEY QUESTIONS

Northeast Ohio Research Consortium

General

The 2005 Northeast Ohio Regional Omnibus Poll contained modules of questions from five different organizations as well as selected demographic questions and core questions sponsored by the Northeast Ohio Research Consortium (NEORC). The demographic questions of the Northeast Ohio Regional Omnibus Poll, and associated results, are contained in Appendix A of this report. Within the NEORC module, the questions were posed to respondents in the following sequence:

Question #1:

“What would you say is the most important problem facing the region right now?”

The respondent was given the opportunity to name one open-ended response.

Question #2a:

“Overall, how would you rate Northeast Ohio as a place to live, would you say excellent, good, fair, poor, or very poor?”

Question #2b: If Question #2a was answered *poor* or *very poor*, then the respondent was asked: ***“Why is that?”***

Question #3:

“When you think about the Northeast Ohio economy, do you feel things are generally going in the right direction, or do you feel things have seriously gotten off on the wrong track?”

Question #4a:

“How likely are you to move from your current residence within the next five years, would you say very likely, somewhat likely, not at all likely, or have you not thought about this?”

Question #4b: If Question #4a was answered *very likely* or *somewhat likely*, then the respondent was asked: ***“If you do move, will you remain in Northeast Ohio?”***

Question #4c: If Question #4b was answered *no*, then the respondent was asked: ***“What is the main reason you might consider a move outside of the region?”*** This was an open-ended question.

Question #5a:

“Overall, how would you rate the quality of job opportunities for people in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?”

_____ Question #5b: If Question #5a was answered *poor* or *very poor*, then the respondent was asked: ***“Why is that?”***

Question #6a:

“Overall, how would you rate the quality of job opportunities for young people in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?”

_____ Question 6b: If Question #6a was answered *poor* or *very poor*, then the respondent was asked: ***“Why is that?”***

Question #7:

“Would you say that your household is better off financially, about the same, or worse off financially than a few years ago?”

Question #8a:

“Overall, how would you rate the quality of colleges and universities in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?”

_____ Question 8b: If Question #8 was answered *poor* or *very poor*, then the respondent was asked: ***“Why is that?”***

Question #9a:

“Overall, how would you rate the affordability of colleges and universities in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?”

_____ Question 9b: If Question #9a was answered *poor* or *very poor*, then the respondent was asked: ***“Why is that?”***

Question 10:

“Now thinking about the community where you live, for example your city or township. What would you say is the most important problem facing your community right now?” The respondent was given the opportunity to name one open-ended response.

Question #11a:

“Overall, how would you rate your community as a place to live, would you say excellent, good, fair, poor, or very poor?”

Question 11b: If Question #11a was answered *poor* or *very poor*, then the respondent was asked: ***“Why is that?”***

Question #12a:

“Overall, how would you rate the availability of quality health care in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?”

Question 12b: If Question #12a was answered *poor* or *very poor*, then the respondent was asked: ***“Why is that?”***

Question #13a:

“Overall, how would you rate the affordability of quality health care in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?”

Question 13b: If Question #13a was answered *poor* or *very poor*, then the respondent was asked: ***“Why is that?”***

SECTION III SURVEY RESULTS

Northeast Ohio Research Consortium

General

The general results of the 2005 Northeast Ohio Regional Omnibus Poll indicate that respondents are generally content with the quality of life in the region, but are less optimistic regarding the regional economy and job opportunities. Respondents were also generally satisfied with the quality of health care and colleges and universities in the region, but were not as satisfied with the affordability of health care and higher education. Roughly one-fifth of the respondents indicated they would likely move from the region within the next five years.

Northeast Ohio Quality of Life

Respondents tended to be satisfied with both the quality of life in their local community as well as the thirteen-county Northeast Ohio region as a whole. Respondents tended to be more satisfied with the quality of life in their local community compared to the region..

Regional Quality of Life: Respondents were first asked to rate Northeast Ohio as a place to live. The majority, 61.9%, of respondents rated the region favorably as a place to live. Nearly half, 48.8%, of respondents rated the region as a *good* place to live, while 13.1% of respondents rated the region as an *excellent* place to live (see Table 3.1). Satisfaction with the regional quality of life varied by county, but not significantly.

Respondents from households that were better off or about the same financially from a few years ago, or that had relatively higher levels of income, were more likely to rate Northeast Ohio favorably as a place to live. Other demographic groups that were more likely to rate the region favorably included Caucasians, those with progressively more education, retirees, relatively older individuals, married individuals, respondents from households with children present in the home, registered voters, and those with conservative political views or who identified their political party affiliation as republican or independent. In addition, respondents who felt the

regional economy was headed in the right direction, or who rated the quality of job opportunities in the region favorably, were more likely to rate the quality of life in the Northeast Ohio region as good or excellent.

Over one-quarter, 28.4%, of all respondents rated the quality of life in the Northeast Ohio region as *fair*. Examples of groups that were more likely to rate the region as a *fair* place to live included relatively younger respondents, individuals not registered to vote, racial minorities, and respondents with liberal political views.

Those who rated the Northeast Ohio region unfavorably as a place to live amounted to 9.7% of all respondents: 6.6% rated the region as *poor* while 3% rated the region as *very poor*. Demographic groups that were more likely to rate the region unfavorably as a place to live included people of color, those with relatively less educational attainment, full-time students and the unemployed, those who identified their political party affiliation as democrat, and respondents from households with relatively less annual income or that were worse off financially from a few years ago. Moreover, those who felt the regional economy was headed in the wrong direction, or who gave unfavorable ratings to the quality of job opportunities in the region, were more likely to rate the quality of life in the Northeast Ohio region as poor or very poor.

Table 3.1 Rating of Northeast Ohio as a Place to Live						
Region/County	(1)	(2)	(3)	(4)	(5)	(6)
	Excellent	Good	Fair	Poor	Very Poor	Sample Population
Northeast - North:	13.9%	46.2%	29.0%	7.4%	3.5%	(n=597)
Cuyahoga	13.6%	43.3%	31.3%	7.8%	4.1%	(n=434)
Lorain	9.5%	54.8%	27.4%	6.0%	2.4%	(n=84)
Lake	19.7%	52.5%	18.0%	8.2%	1.6%	(n=61)
Geauga	22.2%	55.6%	22.2%	--	--	(n=18)
Northeast - Central:	12.9%	52.0%	27.5%	5.5%	2.1%	(n=473)
Summit	12.6%	53.0%	27.3%	6.1%	1.0%	(n=198)
Stark	10.9%	51.2%	29.5%	5.4%	3.1%	(n=129)
Medina	7.7%	59.6%	26.9%	3.8%	1.9%	(n=52)
Wayne	26.3%	42.1%	18.4%	5.3%	7.9%	(n=38)
Portage	14.3%	50.0%	30.4%	5.4%	--	(n=56)
Northeast - East:	11.6%	48.9%	28.9%	7.1%	3.6%	(n=225)
Mahoning	6.1%	54.9%	29.3%	4.9%	4.9%	(n=82)
Trumbull	19.4%	37.3%	34.3%	4.5%	4.5%	(n=67)
Ashtabula	11.8%	50.0%	29.4%	5.9%	2.9%	(n=34)
Columbiana	9.5%	54.8%	19.0%	16.7%	--	(n=42)
NEO Region	13.1%	48.8%	28.4%	6.6%	3.0%	(n=1295)
Question: Overall, how would you rate Northeast Ohio as a place to live, would you say excellent, good, fair, poor, or very poor?						
⁽¹⁻⁵⁾ Proportion of valid responses.						
⁽⁶⁾ Number of valid responses.						

Respondents who indicated Northeast Ohio was a *poor* or *very poor* place to live, 9.6% of all respondents, were asked for clarification of their response. Most of these respondents cited employment or economic considerations, such as the loss or lack of jobs and the shortage of jobs that pay well (see Table 3.2). Other reasons given for rating the region unfavorably included regional weather, high taxes or the cost of living, crime and safety concerns, and lack of political leadership and government communication.

Table 3.2 Primary Reason for Rating the Region Poorly			
Reason	(1)	(2)	(3)
	Number of Reason-Naming Respondents	Proportion of Reason-Naming Respondents	Proportion of All Respondents
Loss/Lack of Jobs	44	35.5%	3.4%
Weather/Flooding	13	10.5%	1.0%
High Taxes/Cost of Living	8	6.5%	0.6%
Unstable/Poor Economy	7	5.6%	0.5%
Crime/Safety	6	4.8%	0.5%
Shortage of Jobs that pay well	5	4.0%	0.4%
Lack of Leadership/Communication	4	3.2%	0.3%
Local Communities Lack Funding	3	2.4%	0.2%
Deterioration of Area/Neighborhoods	3	2.4%	0.2%
Miscellaneous	31	25.0%	2.4%
Totals	124	(n=124)	(n=1296)
Question: Follow up question of “Why is that?” posed to those respondents rating the quality of life in the region as poor or very poor.			

Regardless of how they rated the Northeast Ohio region as a place to live, all respondents were asked to indicate the most important issue or problem facing the thirteen-county region. This was an open-ended question, and respondents named a variety of issues. A small proportion of respondents, less than one-half of 1%, asserted the region had no problems at the present time (see Table 3.3). Another 5.9% of all respondents could not give a response, indicating they did not know, when asked to name the most important problem facing the region.

Of those respondents who named the most important problem facing the Northeast Ohio region, most were concerned with employment and economic issues. For instance, over one-third, 36.9%, of issue-naming respondents said the loss or lack of jobs was the most important problem for the region (see Column 2, Table 3.3). This amounted to 34.7% of all respondents (see Column 3, Table 3.3). Another 5.8% of issue-naming respondents stated the lack of good paying jobs was the most important issue for the region. Other respondents cited issues that were somewhat related to employment opportunities, such as economic issues being the most important issue. For instance, 3.4% of issue-naming respondents indicated an unstable or poor economy was the most important problem facing the region. Similarly, 3% of respondents indicated that businesses leaving the region was the most important problem, while 2.4% said the lack of economic development, in general.

Of the reasons mentioned other than those directly related to employment and economic concerns, lack of public school funding was the most widely cited problem facing the Northeast Ohio region, with 10.1% of issue-naming respondents indicating this to be the case. Similarly, some respondents cited the poor quality of education in the region as the major problem. Other problems cited included, in order of importance, the high cost of gasoline, high taxes or cost of living, crime and safety concerns, the poor condition of roads, drug and alcohol issues, and poor government leadership or politicians.

Table 3.3
Most Important Problem Facing the Region

Reason	(1)	(2)	(3)
	Number of Issue-Naming Respondents	Proportion of Issue-Naming Respondents	Proportion of All Respondents
Loss/Lack of Jobs	450	36.9%	34.7%
Lack of School Funding	123	10.1%	9.5%
Lack of Good Paying Jobs	71	5.8%	5.5%
Cost of Gasoline	60	4.9%	4.6%
Unstable/Poor Economy	41	3.4%	3.2%
Businesses/Jobs Leaving Region	36	3.0%	2.8%
High Taxes/Cost of Living	33	2.7%	2.5%
Poverty/Lack of Income	32	2.6%	2.5%
Lack of Economic Development	29	2.4%	3.2%
Crime/Safety	26	2.1%	2.0%
Condition of Roads	21	1.7%	1.6%
Poor Quality of Education	20	1.6%	1.5%
Drug/Alcohol Issues	19	1.6%	1.5%
Poor Leadership/Politicians	19	1.6%	1.5%
Cost of Health Care/Prescriptions	11	0.9%	0.8%
Pollution	10	0.8%	0.8%
Miscellaneous	215	17.6%	16.6%
No Regional Problems	3	0.2%	0.2%
Totals	1,219	(n=1219)	(n=1297)
Question: What would you say is the most important problem facing the region right now?			

Community Quality of Life: Besides rating the Northeast Ohio region as a place to live, respondents were also asked to rate their local community, for instance city or township, as a place to live. Over three-quarters, 76%, of respondents rated their local community favorably as a place to live, either as *good* or *excellent*. Over half, 50.8%, of respondents across the thirteen-county region rated their local community as a *good* place to live, while just over one-quarter, 25.2% of respondents rated their community as an *excellent* place to live (see Table 3.4). Respondents tended to rate their local community more favorably as a place to live compared to the Northeast Ohio region as a whole.

Respondents who rated the Northeast Ohio region favorably as a place to live, or who felt the regional economy was on the right track, were more likely to rate their local community favorably as a place to live. In addition, respondents from households that were better off or about the same financially from a few years ago, or that had relatively higher levels of income, were more likely to rate their local community favorably as a place to live. Other demographic groups that were more likely to rate their community favorably included Caucasians, those not of Hispanic descent, those 35 years of age and older, married or widowed individuals, retirees or homemakers, those with moderate or conservative political views, those who identified their political party affiliation as republican, and respondents with relatively more educational attainment, especially college graduates. Respondents in the central Northeast Ohio region tended to be slightly more likely to rate their community favorably as a place to live.

Respondents who rated their local community as a *fair* place to live amounted to 18.4% of respondents. Groups that were more likely to rate the region as *fair* included people of color, most of Hispanic descent or Latinos, those 18 to 34 years of age, individuals with liberal political views, those who identified their political party affiliation as democrat, respondents from households with progressively less annual income, and, in terms of marital status, single individuals.

Respondents who rated their community unfavorably as a place to live amounted to 5.6% of all respondents: 4.6% rated their community as *poor* while about 1% rated their community as *very poor*. Respondents who rated the Northeast Ohio region unfavorably as a place to live, or who indicated the regional economy was headed in the wrong direction, were more likely to rate their local community unfavorably. Moreover, respondents from households that were worse off financially from a few years ago, or that had relatively less annual income, especially those households with less than \$36,000 in income, were more likely to rate their local community unfavorably as a place live. Other demographic groups that were more inclined to rate the quality of life in their local community unfavorably included people of color, those of Hispanic descent or Latinos, those 18 to 34 years of age, full-time students or the unemployed, single or divorced individuals, those with liberal political views, those who identified their political party affiliation as democrat or independent, and individuals with relatively less educational attainment, especially those without a high school diploma.

Table 3.4 Rating of Local Community as a Place to Live						
Region/County	(1)	(2)	(3)	(4)	(5)	(6)
	Excellent	Good	Fair	Poor	Very Poor	Sample Population
Northeast - North:	25.2%	48.0%	20.3%	5.5%	1.0%	(n=596)
Cuyahoga	24.7%	45.9%	23.5%	5.1%	0.9%	(n=434)
Lorain	20.5%	54.2%	14.5%	8.4%	2.4%	(n=83)
Lake	29.5%	54.1%	9.8%	6.6%	--	(n=61)
Geauga	44.4%	50.0%	5.6%	--	--	(n=18)
Northeast - Central:	28.6%	53.3%	14.3%	3.2%	0.6%	(n=475)
Summit	28.8%	51.0%	16.2%	3.5%	0.5%	(n=198)
Stark	24.6%	57.7%	13.1%	3.1%	1.5%	(n=130)
Medina	36.5%	55.8%	7.7%	--	--	(n=52)
Wayne	39.5%	50.0%	7.9%	2.6%	--	(n=38)
Portage	22.8%	50.9%	21.1%	5.3%	--	(n=57)
Northeast - East:	18.2%	52.9%	21.8%	4.9%	2.2%	(n=225)
Mahoning	19.5%	50.0%	24.4%	3.7%	2.4%	(n=82)
Trumbull	22.4%	49.3%	20.9%	7.5%	--	(n=67)
Ashtabula	2.9%	55.9%	35.3%	2.9%	2.9%	(n=34)
Columbiana	21.4%	61.9%	7.1%	4.8%	4.8%	(n=42)
NEO Region	25.2%	50.8%	18.4%	4.6%	1.1%	(n=1296)
Question: Overall, how would you rate your local community as a place to live, would you say excellent, good, fair, poor, or very poor?						
⁽¹⁻⁵⁾ Proportion of valid responses.						
⁽⁶⁾ Number of valid responses.						

Respondents who indicated their local community was a *poor* or *very poor* place to live, 5.6% of all respondents, were subsequently asked why their rating was unfavorable. Employment concerns, such as the lack or loss of jobs, was the leading response (see Table 3.5). Other reasons given for rating the quality of life in their local community unfavorably included crime and safety concerns, the deterioration of neighborhoods or the deterioration of the local area, drug and alcohol issues, the lack of public funding for schools or local governments, the lack of economic development, the poor condition of roads, and that local government agencies, or the associated funding, is mismanaged.

Table 3.5 Primary Reason for Rating Local Community Poorly			
Reason	(1)	(2)	(3)
	Number of Reason-Naming Respondents	Proportion of Reason-Naming Respondents	Proportion of All Respondents
Loss/Lack of Jobs	12	16.4%	0.9%
Crime/Safety	9	12.3%	0.7%
Deterioration of Area/Neighborhoods	6	8.2%	0.5%
Drug/Alcohol Issues	4	5.5%	0.3%
Lack of Public Funding	4	5.5%	0.3%
Lack of Economic Development	3	4.1%	0.2%
Condition of Roads	3	4.1%	0.2%
Government/Funding Mismanaged	3	4.1%	0.2%
Miscellaneous	29	39.7%	2.2%
Totals	73	(n=73)	(n=1296)
Question: Follow up question of “Why is that?” posed to those respondents rating the quality of life in their local community as poor or very poor.			

Regardless of how they rated their local community as a place to live, all respondents were asked to indicate the most important issue facing their community. This was an open-ended question, and respondents named a variety of issues. A small proportion of respondents, less than 2%, asserted their local community had no problems at the present time (see Table 3.6). Another 10.9% of all respondents could not give a response, indicating they did not know, when asked to name the most important problem facing their local community.

Of those respondents who named the most important problem facing their community, the plurality continued to be concerned with employment and economic issues. For instance, 14.3% of issue-naming respondents said the loss or lack of jobs was the most important problem for their community (see Column 2, Table 3.6). This amounted to 12.7% of all respondents (see Column 3, Table 3.6). Another 1.6% of issue-naming respondents stated the lack of good paying jobs was the most important problem. Related to employment opportunities, some respondents cited economic issues as the most important problem. For instance, 2.2% of issue-naming respondents indicated that an unstable or poor economy was the most important problem facing their local community, while 2.3% of issue-naming respondents said lack of economic development was the most important issue for their community.

Although a significant proportion of respondents continued to indicate employment or economic concerns were the most important issue for their community, as was the case at the regional level, respondents were more likely to cite additional problems as major issues facing their local community. As such, respondents tended to identify employment and economy concerns as being regional issues and other problems, such as public school funding and crime, as being community-oriented problems. Twelve percent of issue-naming respondents said funding for public schools was the most important community issue. Other major problems reported for their local community included, in order of importance, high taxes or a high cost of living, safety and crime concerns, drug and alcohol issues, over development or unplanned development, lack of funding for police and other safety services, poor condition of roads, and lack of funding for local city or township governments.

Table 3.6
Most Important Problem Facing the Local Community

Reason	(1)	(2)	(3)
	Number of Issue-Naming Respondents	Proportion of Issue-Naming Respondents	Proportion of All Respondents
Loss/Lack of Jobs	165	14.3%	12.7%
Public Schools Funding	138	12.0%	10.7%
High Taxes/Cost of Living	109	9.5%	8.4%
Safety/Crime	36	3.1%	2.8%
Drug/Alcohol Issues	35	3.0%	2.7%
Over/Unplanned Development	35	3.0%	2.7%
Lack of Safety Personnel/Funding	35	3.0%	2.7%
Poor Condition of Roads	32	2.8%	2.5%
Lack of Town/Community Funding	27	2.3%	2.1%
Lack of Economic Development	26	2.3%	2.0%
Unstable/Poor Economy	25	2.2%	1.9%
Poor Politicians/Leadership	23	2.0%	1.8%
Overpopulation/Population Growth	22	1.9%	1.7%
Poverty/Lack of Income	19	1.6%	1.5%
Lack of Good Paying Jobs	18	1.6%	1.4%
Poor Management of School Systems	17	1.5%	1.3%
Shrinking Tax Base/Revenue	15	1.3%	1.2%
Miscellaneous	358	31.0%	27.6%
No Problems	18	1.6%	1.4%
Totals	1,153	(n=1153)	(n=1295)
Question: What would you say is the most important problem facing your community right now?			

Northeast Ohio Economy

All respondents were asked a series of questions on the regional economy, regional job opportunities, and the financial status of their household. Responses tended to reflect a lackluster economy.

Regional Economy: All respondents were asked whether or not they thought the Northeast Ohio economy was headed in the right direction or if it was on the wrong track. Over three-quarters, 76.6%, of respondents asserted the regional economy was headed in the wrong direction (see Table 3.7). Less than one-quarter, 23.4%, of respondents believe the regional economy is headed in the right direction. Respondents from Cuyahoga and Lorain counties were more likely to feel the Northeast Ohio economy was headed in the wrong direction, while respondents from Summit, Portage and Lake counties were more likely to feel the regional economy was headed in the right direction.

Respondents who rated the quality of local job opportunities as unfavorable were more likely to indicate the regional economy was headed in the wrong direction. In addition, respondents who rated the region or their local community unfavorably as a place to live were more likely to feel the regional economy was headed in the wrong direction. Demographic groups that were more likely to indicate the regional economy was on the wrong track included people of color, those ages 25 and older, divorced or separated individuals, the unemployed, those with liberal or moderate political ideologies, individuals who identified their political party affiliation as democrat or independent, registered voters, and respondents from households with progressively less annual income or that were worse off or about the same financially from a few years ago.

On the other hand, respondents who rated the quality of job opportunities in the Northeast Ohio region as favorable were more likely to indicate the regional economy was headed in the right direction. In addition, respondents who rated the Northeast Ohio region or their local community favorably as a place to live were more likely to feel the regional economy was headed in the right direction. Other demographic groups that were more likely to feel the regional economy was headed in the right direction included Caucasians, those 18 to 24 years of age, married or

widowed individuals, full-time students, those with conservative political views, individuals who identified their political party affiliation as republican, those not registered to vote, and respondents from households with progressively more annual income or that reported being better off financially from a few years ago.

Table 3.7 Rating of the Northeast Ohio Economy			
Region/County	(1)	(2)	(3)
	Economy On Right Track	Economy On Wrong Track	Sample Population
Northeast - North:	18.5%	81.5%	(n=569)
Cuyahoga	16.5%	83.5%	(n=417)
Lorain	17.7%	82.3%	(n=79)
Lake	35.7%	64.3%	(n=56)
Geauga	11.8%	88.2%	(n=17)
Northeast - Central:	29.2%	70.8%	(n=455)
Summit	31.4%	68.6%	(n=185)
Stark	26.2%	73.8%	(n=126)
Medina	28.6%	71.4%	(n=49)
Wayne	26.3%	73.7%	(n=38)
Portage	31.6%	68.4%	(n=57)
Northeast - East:	24.4%	75.6%	(n=213)
Mahoning	22.7%	77.3%	(n=75)
Trumbull	29.2%	70.8%	(n=65)
Ashtabula	23.5%	76.5%	(n=34)
Columbiana	20.5%	79.5%	(n=39)
NEO Region	23.4%	76.6%	(n=1237)
Question: When you think about the Northeast Ohio economy, do you feel things are generally going in the right direction, or do you feel things have seriously gotten off on the wrong track?			
^(1,2) Proportion of valid responses.			
⁽³⁾ Number of valid responses.			

Household Financial Status: Respondents were also asked to indicate whether their household was better off, worse off, or about the same financially from a few years ago. The plurality, 38.1%, of respondents reported their household was about the same financially from a few years ago, while 29.7% of respondents indicated their household was better off financially (see Table 3.8). At the negative end, nearly one-third, 32.2%, of all respondents reported their household was worse off financially from a few years ago.

Respondents with relatively less educational attainment, especially those without a college degree, were more likely to report their household was worse off financially. Other demographic groups that were more likely to report being worse off financially included females, part-time employees or the unemployed, divorced or separated individuals, individuals with liberal or moderate political views, those who identified their political party affiliation as democrat, and respondents from households with progressively less annual income. In addition, respondents who felt the regional economy was headed in the wrong direction, who indicated the quality of regional job opportunities was unfavorable, or who rated the regional and community quality of life as unfavorable, were more likely to report their household was worse off financially.

On the other hand, respondents with relatively more education, especially college graduates, were more likely to report their household was better off financially from a few years ago. Other demographic groups that were more likely to report their household was better off financially included males, full-time employees or full-time students, married individuals, respondents from households with children present in the home, those with conservative political views or that indicated their political party affiliation as republican, and respondents from households with progressively more annual income. In addition, respondents who felt the regional economy was headed in the right direction, who indicated the quality of regional job opportunities was favorable, or that rated the regional and community quality of life favorably, were more likely to report their household was better off financially.

Groups that were particularly more likely to report their household was about the same financially from a few years ago included, those 65 years of age and over, retirees, widowers,

individuals with relatively less educational attainment, and respondents from households with relatively less income.

Table 3.8 Rating of Household Finances				
Region/County	(1)	(2)	(3)	(4)
	Better Off Financially	About the Same	Worse Off Financially	Sample Population
Northeast - North:	28.8%	38.9%	32.3%	(n=586)
Cuyahoga	27.8%	40.2%	32.0%	(n=425)
Lorain	32.5%	32.5%	34.9%	(n=83)
Lake	31.7%	40.0%	28.3%	(n=60)
Geauga	27.8%	33.3%	38.9%	(n=18)
Northeast - Central:	33.5%	33.5%	33.0%	(n=469)
Summit	33.5%	35.1%	31.4%	(n=194)
Stark	27.7%	34.6%	37.7%	(n=130)
Medina	40.0%	32.0%	28.0%	(n=50)
Wayne	44.7%	34.2%	21.1%	(n=38)
Portage	33.3%	26.3%	40.4%	(n=57)
Northeast - East:	24.2%	45.7%	30.0%	(n=223)
Mahoning	24.7%	49.4%	25.9%	(n=81)
Trumbull	35.8%	40.3%	23.9%	(n=67)
Ashtabula	20.6%	38.2%	41.2%	(n=34)
Columbiana	7.3%	53.7%	39.0%	(n=41)
NEO Region	29.7%	38.1%	32.2%	(n=1278)
Question: Would you say that your household is better off financially, about the same, or worse off financially than a few years ago?				
⁽¹⁻³⁾ Proportion of valid responses.				
⁽⁴⁾ Number of valid responses.				

Job Opportunities in General: Respondents were asked to rate the quality of job opportunities in general in the Northeast Ohio region. Only 13.6% of respondents rated the quality of employment opportunities as favorable: 12.5% rated job opportunities as *good* while 1.1% rated such opportunities as *excellent* (see Table 3.9). Respondents who felt the regional economy was headed in the right direction were more likely to indicate regional job opportunities were favorable, as were respondents who rated the regional and community quality of life favorably. Other demographic groups that were more likely to feel the quality of regional job opportunities was favorable included Caucasians, those with conservative political views, individuals who identified their political party affiliation as republican, and respondents from households with more than \$36,000 in annual income.

On the other hand, the plurality, 46.2%, of respondents rated the quality of job opportunities in Northeast Ohio unfavorably, either as *poor* or *very poor*. Just over one-third, 33.9% rated regional employment opportunities as *poor* while 12.2% rated such opportunities as *very poor*. Respondents who felt the regional economy was headed in the wrong direction, or that rated the regional and local quality of life unfavorably were more likely to rate regional job opportunities unfavorably. Other demographic groups that were more likely to give unfavorable ratings regarding the quality of employment included people of color, homemakers or the unemployed, those with liberal or moderate political views, individuals who identified their political party affiliation as democrat or independent, respondents from households with less than \$36,000 in annual income, and respondents with relatively less educational attainment, especially those without formal education beyond a high school diploma.

Respondents who indicated the quality of job opportunities in the region was *fair* amounted to 40.2% of respondents. Examples of groups that were more likely to give a *fair* rating to regional employment opportunities included Caucasians, full-time employees, full-time students and retirees, respondents from households with over \$72,000 in annual income, and college graduates or those with at least some college education.

Table 3.9 Rating of Regional Job Opportunities in General						
Region/County	(1)	(2)	(3)	(4)	(5)	(6)
	Excellent	Good	Fair	Poor	Very Poor	Sample Population
Northeast - North:	0.5%	12.2%	40.2%	33.5%	13.6%	(n=582)
Cuyahoga	0.2%	12.5%	38.7%	34.0%	14.6%	(n=424)
Lorain	--	7.4%	44.4%	38.3%	9.9%	(n=81)
Lake	1.7%	16.9%	42.4%	25.4%	13.6%	(n=59)
Geauga	5.6%	11.1%	50.0%	27.8%	5.6%	(n=18)
Northeast - Central:	1.5%	13.9%	44.8%	30.3%	9.5%	(n=462)
Summit	--	15.1%	46.9%	29.7%	8.3%	(n=192)
Stark	--	11.7%	40.6%	32.0%	15.6%	(n=128)
Medina	7.8%	11.8%	54.9%	23.5%	2.0%	(n=51)
Wayne	5.4%	16.2%	37.8%	29.7%	10.8%	(n=37)
Portage	1.9%	14.8%	42.6%	35.2%	5.6%	(n=54)
Northeast - East:	1.8%	10.8%	30.5%	42.6%	14.3%	(n=223)
Mahoning	--	10.0%	31.3%	48.8%	10.0%	(n=80)
Trumbull	4.5%	7.5%	34.3%	34.3%	19.4%	(n=67)
Ashtabula	2.9%	8.8%	29.4%	44.1%	14.7%	(n=34)
Columbiana	--	19.0%	23.8%	42.9%	14.3%	(n=42)
NEO Region	1.1%	12.5%	40.2%	33.9%	12.2%	(n=1267)
Question: Overall, how would you rate the quality of job opportunities for people in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?						
⁽¹⁻⁵⁾ Proportion of valid responses.						
⁽⁶⁾ Number of valid responses.						

Respondents who rated the quality of job opportunities in the Northeast Ohio region as *poor* or *very poor*, 46.2% of all respondents, were subsequently asked to indicate the primary reason why they rated regional employment opportunities poorly. This was an open-ended question and respondents cited a variety of reasons for rating such job opportunities unfavorably (see Table 3.10).

The leading response given for why they rated the quality of job opportunities in the Northeast Ohio region unfavorably was that there simply were not enough jobs in general, with 21.2% of respondents giving an unfavorable rating to such opportunities indicating this was the case (see Column 2, Table 3.10). This amounted to 9.4% of all respondents (see Column 3, Table 3.10). Other responses related to a lack of jobs included, in order of importance, too many jobs leaving the area, businesses closing, a family member lost their job, loss of jobs in general, high unemployment, jobs going overseas, lack of new jobs and businesses, and a high number of layoffs.

More specifically, 15% of those respondents rating employment opportunities unfavorably said there were not enough good-paying jobs. Some respondents stated the minimum wage was too low. Other reasons cited for rating regional job opportunities unfavorably included a poor economy in general, there are not enough jobs for college graduates, there are not enough information technology or technology jobs in general, and that people are unskilled for the available jobs in the region.

Table 3.10
Primary Reason for Rating Job Opportunities Poorly

Reason	(1)	(2)	(3)
	Number of Reason-Naming Respondents	Proportion of Reason-Naming Respondents	Proportion of All Respondents
Not Enough Jobs In General	122	21.2%	9.4%
Lack of Good-Paying Jobs	86	15.0%	6.7%
Too Many Jobs Leaving the Area	50	8.7%	3.9%
Businesses Closing	35	6.1%	2.7%
Family Member Lost Job	32	5.6%	2.5%
Loss of General/Manufacturing Jobs	29	5.0%	2.2%
High Unemployment	27	4.7%	2.1%
Jobs Going Overseas/Outsourcing	25	4.3%	1.9%
Lack of New Jobs/Businesses	25	4.3%	1.9%
High Number of Layoffs	20	3.5%	1.5%
Not Enough Jobs for College Grads	13	2.3%	1.0%
Poor Economy	9	1.6%	0.7%
Not Enough IT/Tech Jobs	7	1.2%	0.5%
People Unskilled for Available Jobs	7	1.2%	0.5%
Minium Wage Too Low	7	1.2%	0.5%
Poor Government/Politicians	7	1.2%	0.5%
Miscellaneous	73	12.7%	5.6%
Totals	575	(n=575)	(n=1293)

Question: Follow up question of “Why is that?” posed to those respondents rating the quality of regional job opportunities as poor or very poor.

Job Opportunities for Young People: Besides job opportunities in general, respondents were asked to rate the quality of employment opportunities specifically for young people in the Northeast Ohio region. Respondents tended to give more favorable ratings with respect to job opportunities for young people, although these differences were not great. Respondents rating the quality of employment opportunities for young people favorably amounted to 19% of respondents: 16.9% rated such opportunities as *good* while 2.1% rated such job opportunities as *excellent* (see Table 3.11).

Respondents who gave favorable ratings to regional job opportunities in general were more likely to rate job opportunities for young people favorably. Moreover, respondents who felt the regional economy was headed in the right direction were more likely to favorably rate job opportunities for young people, as were respondents who rated the regional and community quality of life as favorable. Also of note, young people, i.e., those 18 to 44 years of age, were more likely to give favorable ratings regarding the quality of employment opportunities for young people, as were full-time students and part-time employees. In addition, respondents with conservative political views or that identified their political party affiliation as republican, were more likely to favorably rate employment opportunities for young people.

Nevertheless, the plurality, 42.5%, of respondents still rated the quality of job opportunities for young people in Northeast Ohio unfavorably. Nearly one-third, 32%, rated such regional opportunities for younger workers as *poor* while 10.5% rated such job opportunities as *very poor*. Respondents who gave unfavorable ratings to regional employment opportunities in general were more likely to rate job opportunities for young people unfavorably, as were those who felt the regional economy was headed in the wrong direction. Other groups more likely to rate the quality of regional job opportunities for young people unfavorably included the unemployed, those 45 years of age and older, those without a high school diploma, those with liberal political views, and individuals who identified their political party affiliation as being democrat or independent. Another 38.4% of respondents rated the quality of regional job opportunities for young people as *fair*.

Table 3.11 Rating of Regional Job Opportunities for Young People						
Region/County	(1)	(2)	(3)	(4)	(5)	(6)
	Excellent	Good	Fair	Poor	Very Poor	Sample Population
Northeast - North:	1.6%	19.1%	38.8%	29.8%	10.6%	(n=564)
Cuyahoga	1.5%	17.8%	40.4%	29.4%	10.9%	(n=411)
Lorain	1.3%	17.7%	36.7%	31.6%	12.7%	(n=79)
Lake	1.8%	28.1%	28.1%	33.3%	8.8%	(n=57)
Geauga	5.9%	29.4%	47.1%	17.6%	--	(n=17)
Northeast - Central:	2.7%	17.7%	40.4%	31.0%	8.2%	(n=451)
Summit	1.6%	16.8%	43.8%	30.3%	7.6%	(n=185)
Stark	0.8%	17.3%	31.5%	39.4%	11.0%	(n=127)
Medina	6.0%	18.0%	50.0%	22.0%	4.0%	(n=50)
Wayne	8.1%	16.2%	40.5%	27.0%	8.1%	(n=37)
Portage	3.8%	23.1%	40.4%	25.0%	7.7%	(n=52)
Northeast - East:	2.2%	9.8%	33.5%	39.7%	14.7%	(n=224)
Mahoning	--	6.1%	35.4%	45.1%	13.4%	(n=82)
Trumbull	7.6%	10.6%	30.3%	31.8%	19.7%	(n=66)
Ashtabula	--	17.6%	38.2%	29.4%	14.7%	(n=34)
Columbiana	--	9.5%	31.0%	50.0%	9.5%	(n=42)
NEO Region	2.1%	16.9%	38.4%	32.0%	10.5%	(n=1239)
Question: Overall, how would you rate the quality of job opportunities for young people in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?						
⁽¹⁻⁵⁾ Proportion of valid responses.						
⁽⁶⁾ Number of valid responses.						

Respondents who rated the quality of job opportunities for young people in the Northeast Ohio region as being *poor* or *very poor*, 42.5% of all respondents, were subsequently asked to indicate the primary reason why they rated such job opportunities unfavorably. This was an open-ended question and respondents cited a variety of reasons why they rated employment opportunities for younger workers unfavorably (see Table 3.12).

The responses given tended to mirror those offered for rating regional job opportunities, in general, as poor or very poor. For instance, the leading response given by respondents for rating the quality of job opportunities for young people unfavorably was that there simply were not enough jobs in general, with 21.4% of respondents giving an unfavorable rating to such opportunities indicating this was the case (see Column 2, Table 3.12). This amounted to 8.7% of all respondents (see Column 3, Table 3.12). Respondents also gave other responses related to the theme of not enough jobs. These included, in order of importance, not enough jobs specifically for young people, lack of good paying jobs, young people must leave the region to find employment, college graduates cannot find jobs, jobs and businesses are leaving the region, a person cannot get a job without a degree, and only minimum wage jobs are available.

Table 3.12
Primary Reason for Rating Job Opportunities for Young People Poorly

Reason	(1)	(2)	(3)
	Number of Reason-Naming Respondents	Proportion of Reason-Naming Respondents	Proportion of All Respondents
Loss/Lack of Jobs	118	22.5%	9.1%
Not Enough Jobs for Young People	53	10.1%	4.1%
Lack of Good-Paying Jobs	46	8.8%	3.6%
Young People Must Leave Area	38	7.3%	2.9%
College Graduates Cannot Find Jobs	30	5.7%	2.3%
Jobs/Employers Leaving Area	26	5.0%	2.0%
Cannot Get Job Without Degree	18	3.4%	1.4%
Only Minimum Wage Jobs Available	16	3.1%	1.2%
Most Jobs Require Experience	15	2.9%	1.2%
Businesses Closing/Downsizing	15	2.9%	1.2%
Family Member Lost Job	14	2.7%	1.1%
Jobs Going Overseas/Outsourcing	8	1.5%	0.6%
Not Enough IT/Tech Jobs	8	1.5%	0.6%
Poor Economy	8	1.5%	0.6%
Lack of New Jobs/Businesses	7	1.3%	0.5%
High Unemployment	6	1.1%	0.5%
Lack of Entry Level Jobs	6	1.1%	0.5%
Miscellaneous	92	17.6%	7.1%
Totals	524	(n=524)	(n=1294)

Question: Follow up question of “Why is that?” posed to those respondents rating the quality of regional job opportunities for young people as poor or very poor.

Northeast Ohio Universities

All survey respondents were asked to rate the quality of colleges and universities in the Northeast Ohio region. For the most part, respondents were satisfied with these institutions. The majority, 87.4%, of respondents rated the quality of regional colleges and universities favorably, either as *good* or *excellent*. Respondents who rated local institutions of higher education as being *excellent* amounted to 29.8% of respondents, while over half, 57.5%, of respondents rated these institutions as *good* (see Table 3.13).

Respondents who felt the regional economy was headed in the right direction, or who rated regional employment opportunities as favorable, were more likely to rate the quality of local colleges and universities as *good* or *excellent*, as were those who were generally satisfied with the quality of life in the region. Satisfaction with regional colleges and universities tended to be somewhat consistent across most demographic groups. However, some groups that were more likely to rate these regional institutions favorably included Caucasians, registered voters, married individuals, individuals from households that were better off or about the same financially from a few years ago, and college graduates compared to those without education beyond a high school diploma.

Respondents who rated the quality of colleges and universities in the region as being *fair* amounted to 10.9% of respondents. Examples of demographic groups that were more likely to rate these institutions as *fair* included people of color, unregistered voters, and those from households that were worse off financially from the previous year, or that had annual income less than \$36,000. Respondents who gave unfavorable ratings to regional employment opportunities were also more likely to rate the quality of secondary education as *fair*.

Only 1.7% of all respondents rated the quality of regional colleges and universities unfavorably, either as *poor* or *very poor*. Due to the small number of respondents rating these local institutions unfavorably it was difficult to discern demographic groups that were more likely to have unfavorable ratings. A few groups, however, that were more likely to offer unfavorable

rating included respondents from households with relatively less annual income and those who felt the regional economy was headed in the wrong direction.

Table 3.13						
Rating of the Quality of Regional Colleges and Universities						
Region/County	(1)	(2)	(3)	(4)	(5)	(6)
	Excellent	Good	Fair	Poor	Very Poor	Sample Population
Northeast - North:	30.9%	55.5%	12.3%	0.9%	0.4%	(n=560)
Cuyahoga	31.8%	53.1%	14.2%	0.5%	0.2%	(n=409)
Lorain	27.8%	64.6%	6.3%	1.3%	--	(n=79)
Lake	27.3%	63.6%	7.3%	1.8%	--	(n=55)
Geauga	35.3%	47.1%	11.8%	5.9%	--	(n=17)
Northeast - Central:	30.7%	57.5%	10.0%	1.6%	0.2%	(n=449)
Summit	29.9%	57.8%	11.2%	1.1%	--	(n=187)
Stark	32.5%	56.1%	8.9%	2.4%	--	(n=123)
Medina	21.6%	66.7%	9.8%	2.0%	--	(n=51)
Wayne	41.7%	52.8%	--	2.8%	2.8%	(n=36)
Portage	30.8%	53.8%	15.4%	--	--	(n=52)
Northeast - East:	25.1%	63.0%	9.0%	2.4%	0.5%	(n=211)
Mahoning	22.8%	64.6%	8.9%	2.5%	1.3%	(n=79)
Trumbull	26.2%	60.0%	10.8%	3.1%	--	(n=65)
Ashtabula	30.3%	54.5%	15.2%	--	--	(n=33)
Columbiana	23.5%	73.5%	--	2.9%	--	(n=34)
NEO Region	29.8%	57.5%	10.9%	1.4%	0.3%	(n=1220)
Question: Overall, how would you rate the quality of colleges and universities in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?						
⁽¹⁻⁵⁾ Proportion of valid responses.						
⁽⁶⁾ Number of valid responses.						

Respondents who rated the quality of colleges and universities in Northeast Ohio as *poor* or *very poor*, 1.7% of all respondents, were subsequently asked to indicate their primary reason for rating such institutions unfavorably. This was an open-ended response and respondents were free to cite the first thing that came to their mind.

The leading response given for rating regional higher education institutions unfavorably was that tuition was too high or the cost of living was too high, with one-quarter, 25%, of reason-listing respondents indicating this was the case (see Column 2, Table 3.14). However, this amounted to less than one-half of one percent of all respondents (see Column 3, Table 3.14). The next leading response given for rating local colleges and universities poorly was that students do not learn what they need to know. Examples of other reasons cited included poor reputations of colleges and universities, lack of diversity, students do not care about learning, too much drinking, and poor quality of teachers.

Table 3.14 Primary Reason for Rating Quality of Universities Poorly			
Reason	(1)	(2)	(3)
	Number of Reason-Naming Respondents	Proportion of Reason-Naming Respondents	Proportion of All Respondents
High Tuition/Cost of Living	5	25.0%	0.4%
Students Taught the Wrong Subjects	3	15.0%	0.2%
Miscellaneous	12	60.0%	1.1%
Totals	20	(n=20)	(n=1220)
Question: Follow up question of “Why is that?” posed to those respondents rating the quality of regional colleges and universities as poor or very poor.			

All respondents were also asked to rate the affordability of colleges and universities in the Northeast Ohio region. Although respondents tended to be satisfied with the quality of higher education in the region, they were less enthusiastic regarding the cost of attending these institutions. Whereas 87.4% of respondents rated the quality of local colleges and universities favorably, only about one-third rated the affordability of such institutions favorably.

Nevertheless, 36%, of respondents rated the affordability of regional colleges and universities favorably. Nearly one-third, 31%, rated the affordability as *good*, while 5% rated the cost as *excellent* (see Table 3.15). College graduates and respondents who rated the quality of colleges and universities favorably were more likely to rate the cost of attending these institutions as *good* or *excellent*, as were respondents who rated regional quality of life, economy and job opportunities favorably. Demographic groups that were more likely to rate the cost of higher education favorably included males, Caucasians, those not of Hispanic descent, those married, and respondents from households that were better off financially from a few years ago, or that had annual income in excess of \$72,000.

Over one-quarter, 26.5%, of respondents rated the affordability of colleges and universities in the region unfavorably, either as *poor* or *very poor*. Just under one-fifth, 19.9%, rated the cost of attending these institutions as *poor*, while 6.5% rated the affordability as *very poor*. Respondents who rated the quality of regional colleges and universities unfavorably were more likely to rate the cost of these institutions as *poor* or *very poor*. In addition, respondents with relatively less education, especially those without education beyond a high school diploma, were more likely to rate the affordability of local higher education unfavorably. Examples of demographic groups that were more likely to rate the cost of attending these institutions poorly included people of color, those of Hispanic descent, and respondents from households that were worse off financially from a few years ago, or that had relatively less annual income, especially those with less than \$18,000 in yearly income.

The plurality, 37.6%, of respondents rated the affordability of regional colleges and universities as *fair*. Respondents who rated the quality of higher education as *fair* were more likely to rate

the affordability of these institutions as *fair*. Examples of other groups that were more likely to rate the cost of attending local colleges and universities as *fair* included females, full-time students, and respondents from households with income in excess of \$36,000 per year.

Table 3.15 Rating of the Affordability of Regional Colleges and Universities						
Region/County	(1)	(2)	(3)	(4)	(5)	(6)
	Excellent	Good	Fair	Poor	Very Poor	Sample Population
Northeast - North:	4.6%	34.0%	37.5%	16.3%	7.7%	(n=547)
Cuyahoga	3.7%	33.0%	37.7%	15.9%	9.7%	(n=403)
Lorain	9.6%	35.6%	38.4%	12.3%	4.1%	(n=73)
Lake	5.4%	37.5%	37.5%	19.6%	--	(n=56)
Geauga	--	40.0%	26.7%	33.3%	--	(n=15)
Northeast - Central:	5.2%	26.1%	38.3%	24.1%	6.3%	(n=444)
Summit	5.9%	26.5%	37.3%	21.6%	8.6%	(n=185)
Stark	4.1%	23.8%	42.6%	24.6%	4.9%	(n=122)
Medina	4.1%	36.7%	28.6%	30.6%	--	(n=49)
Wayne	11.4%	25.7%	40.0%	20.0%	2.9%	(n=35)
Portage	1.9%	20.8%	39.6%	28.3%	9.4%	(n=53)
Northeast - East:	5.8%	33.3%	36.2%	20.8%	3.9%	(n=207)
Mahoning	3.8%	28.2%	42.3%	19.2%	6.4%	(n=78)
Trumbull	12.3%	41.5%	35.4%	9.2%	1.5%	(n=65)
Ashtabula	3.4%	37.9%	24.1%	27.6%	6.9%	(n=29)
Columbiana	--	25.7%	34.3%	40.0%	--	(n=35)
NEO Region	5.0%	31.0%	37.6%	19.9%	6.5%	(n=1198)
Question: Overall, how would you rate the affordability of colleges and universities in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?						
⁽¹⁻⁵⁾ Proportion of valid responses.						
⁽⁶⁾ Number of valid responses.						

Northeast Ohio Health Care

Respondents were also asked to rate the availability of quality health care in the Northeast Ohio region. People were generally content with the quality of regional health care. Over two-thirds, 68.8%, of respondents rated the quality of health care favorably, either as *good* or *excellent*. Favorable ratings were basically split between the two responses, with 33.6% of respondents rating the quality of regional health care as *excellent* and 35.2% rating the quality of such care as *good* (see Table 3.16).

Respondents who had favorable attitudes toward the regional quality of life, economy and job opportunities were more likely to rate the availability of quality health care as *good* or *excellent*. More over, respondents from households with progressively more annual income, or that were better off or about the same financially from a few years ago, were more likely to rate the quality of health care favorably. Other demographic groups that were more likely to rate the quality of regional health care favorably included Caucasians, relatively older individuals, retirees or full-time employees, registered voters, those married, respondents from households without children present in the home, those with conservative political views or republicans, and individuals with relatively more educational attainment, especially college graduates.

On the other hand, 17.6% of respondents rated the availability of quality health care in the region as *fair*, while 13.7% rated the quality unfavorably. Respondents who rated regional health care as *poor* amounted to 8.8% of respondents, while 4.9% rated the quality of such care as *very poor*. Examples of demographic groups that were more likely to rate the quality of regional health care unfavorably included people of color, divorced or single individuals, households with children present in the home, the unemployed, those with liberal political views or democrats and independents, those with relatively less formal education, and respondents from households with progressively less annual income or that were worse off financially from a few years ago. Examples of groups that were more likely to rate the availability of quality health care in the region as *fair* included people of color, those 18 to 34 years of age, individuals not registered to vote, and those with relatively less education.

Table 3.16						
Rating of the Availability of Quality Health Care						
Region/County	(1)	(2)	(3)	(4)	(5)	(6)
	Excellent	Good	Fair	Poor	Very Poor	Sample Population
Northeast - North:	36.9%	34.2%	16.3%	8.0%	4.6%	(n=588)
Cuyahoga	36.3%	33.0%	16.9%	8.9%	4.9%	(n=427)
Lorain	33.7%	37.3%	18.1%	6.0%	4.8%	(n=83)
Lake	41.7%	38.3%	11.7%	5.0%	3.3%	(n=61)
Geauga	50.0%	33.3%	11.1%	5.6%	--	(n=18)
Northeast - Central:	34.7%	35.2%	15.7%	9.7%	4.7%	(n=472)
Summit	35.5%	33.0%	15.7%	13.7%	2.0%	(n=197)
Stark	33.1%	35.4%	15.4%	8.5%	7.7%	(n=130)
Medina	44.0%	32.0%	14.0%	8.0%	2.0%	(n=50)
Wayne	34.2%	36.8%	21.1%	2.6%	5.3%	(n=38)
Portage	28.1%	43.9%	14.0%	5.3%	8.8%	(n=57)
Northeast - East:	22.3%	37.7%	25.0%	8.6%	6.4%	(n=220)
Mahoning	22.0%	32.9%	30.5%	8.5%	6.1%	(n=82)
Trumbull	23.1%	40.0%	21.5%	7.7%	7.7%	(n=65)
Ashtabula	32.4%	38.2%	14.7%	11.8%	2.9%	(n=34)
Columbiana	12.8%	43.6%	28.2%	7.7%	7.7%	(n=39)
NEO Region	33.6%	35.2%	17.6%	8.8%	4.9%	(n=1280)
Question: Overall, how would you rate the availability of quality health care in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?						
⁽¹⁻⁵⁾ Proportion of valid responses.						
⁽⁶⁾ Number of valid responses.						

Respondents who rated the availability of health care in Northeast Ohio as *poor* or *very poor*, 13.7% of all respondents, were subsequently asked to indicate their primary reason for rating the quality of health care unfavorably.

The leading response given for rating the quality of regional health care unfavorably was simply that the cost of health care was too high in general. Nearly one-third, 31.5%, of those respondents rating the quality of health care poorly indicated this was the case (see Column 2, Table 3.17). This amounted to 4.4% of all respondents (see Column 3, Table 3.17). Other examples of responses related to the high-cost of health care included the high cost of prescription drugs, malpractice lawsuits drive up cost of doctors, the high cost of premiums for health insurance, and out-of-pocket costs related to obtaining health care.

Another major reason given for rating the quality of regional health care unfavorably was that there is a high number, or growing number, of uninsured people, followed closely by the assertion that many jobs do not offer health care insurance, it is difficult to obtain health care if the employer does not offer health care coverage, or it is difficult to get coverage when unemployed. Examples of other similar responses included that health care insurance covers less and less services or that insurance does not cover all services and prescriptions. Some respondents specifically mentioned that health insurance and prescription coverage is lacking for the elderly, while other specifically referenced cuts in Medicaid.

A less often cited reason for rating the quality of regional health care poorly was related directly to quality. For instance, some respondents stated it that quality health care was unavailable or difficult to obtain. Some respondents specifically said the quality of health care in hospitals and nursing homes was poor. Others indicated that there were not enough doctors and specialists or that such professions were unavailable or leaving the area.

Table 3.17**Primary Reason for Rating Availability of Quality Health Care Poorly**

Reason	(1)	(2)	(3)
	Number of Naming Respondents	Proportion of Reason-Naming Respondents	Proportion of All Respondents
High Cost of Health Care	56	31.5%	4.4%
High/Growing Number of Uninsured	16	9.0%	1.3%
HC Difficult to Obtain, If Not Job Provided	15	8.4%	1.2%
Difficult to Obtain Quality Health Care	14	7.9%	1.1%
Insurance Does Not Cover Everything	6	3.3%	0.5%
Elderly Do Not Have Good HC Coverage	5	2.8%	0.4%
Medicaid Being Down-Sized	3	1.7%	0.2%
Fewer Doctors/Doctors Leaving the Area	3	1.7%	0.2%
Malpractice Lawsuits Drive Up HC Costs	3	1.7%	0.2%
Loss of HC Coverage From Unemployment	3	1.7%	0.2%
Insurance Coverage Changes	3	1.7%	0.2%
Miscellaneous	51	28.7%	13.9%
Totals	178	(n=178)	(n=1280)
Question: Follow up question of “Why is that?” posed to those respondents rating the availability of quality health care in the region as poor or very poor.			

Regardless of how they rated the availability of quality health care, all respondents were asked to rate the affordability of quality health care in the Northeast Ohio region. Similar to higher education, while respondents were generally satisfied with the availability of quality health care, they were less enthusiastic regarding the cost of these services. Whereas over two-thirds of the respondents rated the quality of regional health care favorably, less than half of this number rated the cost of health care favorably.

Respondents who rated the affordability of health care in the Northeast Ohio region favorably, either as *excellent* or *good*, amounted to 27.9% of all respondents (see Table 3.18). Almost one-quarter, 23.7%, of respondents rated the affordability of such care as *good* while another 4.2% rated the cost of health care as *excellent*. Respondents from households with progressively more annual income, or that were better off or about the same financially from a few years ago, were more likely to rate the affordability of health care favorably, as were respondents who felt the regional economy was headed in the right direction. Other demographic groups that were more likely to rate the cost of health care favorably included Caucasians, relatively older individuals, especially those over 55 years of age, retirees or full-time employees, those married, households with no children present in the home, registered voters, those with conservative political views or republicans, and those with relatively more formal education, especially those with a college degree.

The plurality, 36.5%, of respondents rated the affordability of health care in the region unfavorably, either *poor* or *very poor*. Just over one-quarter, 25.3%, of respondents rated the affordability of regional health care as *poor*, while 11.1% rated it as *very poor*. Respondents who rated the quality of regional health care poorly were more likely to give unfavorable ratings to the affordability of these services. Moreover, respondents from households that were worse off financially from a few years ago, or with relatively less annual income, especially those with less than \$18,000 in yearly income, were more likely to rate the cost of health care unfavorably. Other demographic groups that were more likely to rate the affordability of regional health care poorly included people of color, the unemployed, divorced or separated individuals, those with liberal political views, and those who indicated their political party affiliation as being democrat or independent. In addition, respondents who gave unfavorable ratings to the regional economy, job opportunities and quality of life, were more likely to rate the affordability of health care unfavorably.

Over one-third, 35.6%, of respondents rated the affordability of health care in Northeast Ohio as being *fair*. Examples of groups that were more likely to indicate *fair* ratings included females, those 18 to 24 years of age, full-time students, and respondents with moderate political views.

In addition, respondents who rated the quality of health care as *fair* were more likely to rate the affordability of such care as *fair*.

Table 3.18 Rating of the Affordability of Quality Health Care						
Region/County	(1)	(2)	(3)	(4)	(5)	(6)
	Excellent	Good	Fair	Poor	Very Poor	Sample Population
Northeast - North:	4.2%	25.0%	35.6%	23.8%	11.5%	(n=576)
Cuyahoga	4.5%	24.3%	36.0%	23.1%	12.1%	(n=420)
Lorain	4.9%	26.8%	30.5%	29.3%	8.5%	(n=82)
Lake	--	26.8%	39.3%	19.6%	14.3%	(n=56)
Geauga	5.6%	27.8%	38.9%	27.8%	--	(n=18)
Northeast - Central:	4.3%	22.8%	35.9%	26.0%	11.0%	(n=465)
Summit	5.7%	24.4%	34.7%	23.8%	11.4%	(n=193)
Stark	3.1%	19.4%	38.0%	31.0%	8.5%	(n=129)
Medina	--	24.0%	38.0%	28.0%	10.0%	(n=50)
Wayne	8.1%	24.3%	29.7%	24.3%	13.5%	(n=37)
Portage	3.6%	23.2%	37.5%	21.4%	14.3%	(n=56)
Northeast - East:	4.1%	22.4%	35.2%	27.9%	10.5%	(n=219)
Mahoning	6.2%	13.6%	38.3%	32.1%	9.9%	(n=81)
Trumbull	4.5%	36.4%	31.8%	18.2%	9.1%	(n=66)
Ashtabula	3.0%	27.3%	36.4%	24.2%	9.1%	(n=33)
Columbiana	--	12.8%	33.3%	38.5%	15.4%	(n=39)
NEO Region	4.2%	23.7%	35.6%	25.3%	11.1%	(n=1260)
Question: Overall, how would you rate the affordability of quality health care in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?						
⁽¹⁻⁵⁾ Proportion of valid responses.						
⁽⁶⁾ Number of valid responses.						

Potential for Changing Residence

All respondents were asked how likely they were to change their residence during the next five years. This was a closed-ended question with the response categories of very likely, somewhat likely, not at all likely, or have not thought about moving. Respondents who stated they were *not at all likely* to move amounted to 42.7% of respondents, while another 12.1% of respondents said they *have not thought about it* (see Table 3.19).

Respondents who gave favorable ratings to the quality of life in their local community, or to the region as a whole, were more likely to indicate they had not thought about moving or would not likely change their residence during the next five years, as were those who rated the regional economy favorably. Demographic groups that were more likely to have not thought about moving, or who indicated they were not likely to move, included Caucasians, progressively older individuals, registered voters, married or widowed individuals, households with no children present in the home, those with no education beyond a high school diploma, respondents from households that reported being better off or about the same financially from a few years ago or that had annual income of less than \$18,000, and, in terms of employment status, retirees, homemakers and those employed.

Respondents who indicated they were likely to change their residence during the next five years amounted to nearly half, 45.2%, of all respondents. Over one-quarter, 26.5%, of respondents said they were *very likely* to move, while another 18.7% of respondents were *somewhat likely* to move. Not surprisingly, respondents who rated the quality of life in their local community, or the region as a whole unfavorably, were more likely to indicate they would move during the next five years, as were those who felt the regional economy was on the wrong track. Demographic groups that were more likely to indicate they will change their residence during the next five years included people of color, progressively younger individuals, those not registered to vote, the unemployed or full-time students, those with at least some college education, households with children, respondents from households that were worse off financially from a few years ago or that had relatively higher levels of income, and, in terms of marital status, single, divorced or separated individuals.

Table 3.19 Likelihood of Changing Residence During the Next Five Years					
Region/County	(1)	(2)	(3)	(4)	(5)
	Very Likely	Somewhat Likely	Not At All Likely	Have Not Considered	Sample Population
Northeast - North:	26.5%	19.3%	41.2%	13.1%	(n=597)
Cuyahoga	27.6%	19.6%	38.5%	14.3%	(n=434)
Lorain	25.0%	19.0%	47.6%	8.3%	(n=84)
Lake	26.2%	18.0%	49.2%	6.6%	(n=61)
Geauga	5.6%	16.7%	50.0%	27.8%	(n=18)
Northeast - Central:	26.3%	19.5%	42.0%	12.1%	(n=471)
Summit	28.9%	18.3%	41.1%	11.7%	(n=197)
Stark	24.4%	19.7%	44.1%	11.8%	(n=127)
Medina	21.2%	21.2%	51.9%	5.8%	(n=52)
Wayne	26.3%	15.8%	39.5%	18.4%	(n=38)
Portage	26.3%	24.6%	33.3%	15.8%	(n=57)
Northeast - East:	26.8%	15.6%	48.2%	9.4%	(n=224)
Mahoning	24.7%	18.5%	48.1%	8.6%	(n=81)
Trumbull	29.9%	13.4%	46.3%	10.4%	(n=67)
Ashtabula	29.4%	17.6%	44.1%	8.8%	(n=34)
Columbiana	23.8%	11.9%	54.8%	9.5%	(n=42)
NEO Region	26.5%	18.7%	42.7%	12.1%	(n=1292)
Question: How likely are you to move from your current residence within the next five years, would you say very likely, somewhat likely, not at all likely, or have you not thought about this?					
⁽¹⁻⁴⁾ Proportion of valid responses.					
⁽⁵⁾ Number of valid responses.					

Respondents who indicated they were likely to change their residence during the next five years, 45.2% of respondents, were subsequently asked whether or not they would remain in the Northeast Ohio region. Of these respondents, 43.3% stated they would remain in the region, while 8.1% indicated they were unsure (see Table 3.20).

Respondents who rated the quality of life in their local community favorably, or for the region as a whole, were more likely to say they would remain in the region. Moreover, respondents who felt the regional economy was on the right track or rated the quality of regional job opportunities favorably, were more likely to indicate they would stay in the region. Demographic groups that were more likely to stay in the region included Caucasians, those not of Hispanic descent, those 65 years of age and older, married or widowed individuals, households without children, individuals with relatively less education, those with conservative political views, respondents from households that were better off or about the same financially from a few years ago or that had annual income less than \$72,000, and, in terms of employment status, retirees, homemakers, and those employed on a full-time basis.

On the other hand, nearly half, 48.6%, of respondents indicating they would likely change their residence during the next five years asserted they would leave the Northeast Ohio region. This amounted to about one out of five, 21.8%, of all respondents. Not surprisingly, respondents who felt the regional economy was headed in the wrong direction, or that gave unfavorable ratings to the quality of regional job opportunities and quality of life, were more likely to indicate they would leave the region. In addition, demographic groups that were more likely to indicate they would leave included people of color, those of Hispanic descent or Latinos, those 18 to 34 years of age, especially those 18 to 24 years old, households with children, those with liberal or moderate political views, individuals with relatively more educational attainment, especially college graduates, respondents from households that were worse off financially from a few years ago or that had annual income in excess of \$72,000, and, in terms of employment status, the unemployed, full-time students, and those employed on a part-time basis.

Table 3.20 Likelihood of Remaining in Northeast Ohio				
Region/County	(1)	(2)	(3)	(5)
	Will Leave Region	Will Remain In Region	Not Sure	Sample Population
Northeast - North:	46.1%	43.9%	10.0%	(n=271)
Cuyahoga	44.4%	45.4%	10.2%	(n=205)
Lorain	50.0%	44.4%	5.6%	(n=36)
Lake	51.9%	33.3%	14.8%	(n=27)
Geauga	66.7%	33.3%	--	(n=3)
Northeast - Central:	49.5%	43.5%	7.0%	(n=214)
Summit	48.9%	42.4%	8.7%	(n=92)
Stark	50.9%	40.0%	9.1%	(n=55)
Medina	63.6%	36.4%	--	(n=22)
Wayne	50.0%	50.0%	--	(n=16)
Portage	37.9%	55.2%	6.9%	(n=29)
Northeast - East:	53.7%	41.1%	5.3%	(n=95)
Mahoning	51.4%	40.0%	8.6%	(n=35)
Trumbull	51.7%	44.8%	3.4%	(n=29)
Ashtabula	56.3%	37.5%	6.3%	(n=16)
Columbiana	60.0%	40.0%	--	(n=15)
Proportion of Likely Movers	48.6%	43.3%	8.1%	(n=580)
Proportion of All Respondents	21.8%			(n=1292)
Question : If you do move, will you remain in Northeast Ohio? (This question was only asked of those respondents who indicated they were very likely or somewhat likely to change their residence during the next five years.)				
⁽¹⁻³⁾ Proportion of valid responses.				
⁽⁴⁾ Number of valid responses.				

Lastly, respondents who indicated they were likely to leave the Northeast Ohio region during the next five years or who were unsure about leaving the region, roughly one-quarter of all respondents, were subsequently asked to state the primary reason for possibly leaving the region.

The leading response cited for moving outside the Northeast Ohio region involved employment reasons, with over one-third, 37.5%, of potential emigrants stating this was the case (see Column 2, Table 3.21). This amounted to 9.5%, or one out of ten, of all respondents (see Column 3, Table 3.21). Respondents who rated the quality of job opportunities in the region unfavorably were more likely to state they were leaving the region due to employment reasons. Examples of demographic groups that were more likely to indicate they were leaving the region due to employment reasons included males, singles, respondents from households that were better off financially from the previous year or that had children present in the home, progressively younger individuals, full-time students and part-time employees, and those with relatively more educational attainment, especially those with post-graduate education.

The next most widely cited reason for possibly leaving the Northeast Ohio region was for better weather or climate, with 18% of likely emigrants indicating this was the case. This amounted to less than 5% of all respondents. Other reasons given for potential leaving the region included, in order of importance, to be closer to family members, retirement, for a better economy or quality of life, for better schools, property taxes are too high in this region, taxes and the cost of living are lower in other areas, and moving for miscellaneous reasons related to family, such as marriage, divorce, death of a family member, or because of an empty nest, i.e., children have left home and the respondent wants to move somewhere else.

**Table 3.21
Primary Reason for Leaving the Region**

Reason	(1)	(2)	(3)
	Number of Reason-Naming Respondents	Proportion of Reason-Naming Respondents	Proportion of All Respondents
Employment Reasons	123	37.5%	9.5%
For Better Climate/Weather	59	18.0%	4.6%
To Be Closer to Family	24	7.3%	1.9%
Retirement	16	4.9%	1.2%
For Better Economy/Quality of Life	16	4.9%	1.2%
For Better Schools	12	3.7%	0.9%
Property Taxes Too High	11	3.4%	0.8%
Lower Taxes/Cost of Living	8	2.4%	0.6%
Death/Marriage/Divorce/Empty Nest	8	2.4%	0.6%
Upgrade Housing	6	1.8%	0.5%
Move From Urban Area	5	1.5%	0.4%
For Better Government/Politicians	4	1.2%	0.3%
Miscellaneous	36	11.0%	2.8%
Totals	328	(n=328)	(n=1296)

Question: What is the main reason you might consider a move outside of the region? (This question was asked of those respondents who indicated they would leave the region during the next five years).

APPENDIX A

RESPONSE FREQUENCIES FOR DEMOGRAPHIC AND SUPPLEMENTARY QUESTIONS

The following tables depict the general results for the demographic and supplementary questions of the 2005 Northeast Ohio Regional Omnibus Poll. Tables A.1 to A.18 display the response frequencies of the demographic questions posed to respondents, such as age, race, and household income. Tables A.19 to A.29 depict the results of selected supplementary questions from the poll, such as the respondent's perception of the Northeast Ohio economy and the region as a place to live. The supplementary questions were not commissioned by a particular omnibus client, but rather were asked as part of the general research objectives of the Center for Policy Studies and the Northeast Ohio Research Consortium.

Table A.1 Respondent's Age				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	18 to 24 years old	65	5.0%	5.1%
	25 to 34 years old	158	12.2%	12.3%
	35 to 44 years old	227	17.5%	17.7%
	45 to 54 years old	279	21.5%	21.7%
	55 to 64 years old	230	17.7%	17.9%
	65 and Older	327	25.2%	25.4%
	Total Valid Responses		1,286	99.2%
Omitted	Refused (0)/Don't Know (11)	11	0.8%	
Total Responses		1,297		
Question: In what year were you born? (This variable was recoded into age.)				

Table A.2 Respondent's Gender				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Male	614	47.3%	47.3%
	Female	683	52.7%	52.7%
	Total Valid Responses	1,297	100.0%	
Omitted	Refused (0)/Don't Know (0)	--	--	
Total Responses		1,297		
Note: Interviewer recorded respondent gender based on observation.				

Table A.3 Respondent's Marital Status				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Married	668	51.5%	51.9%
	Single, Never Married	265	20.4%	20.6%
	Divorced	169	13.0%	13.1%
	Widowed	166	12.8%	12.9%
	Separated	19	1.5%	1.5%
	Total Valid Responses	1,287	99.2%	
Omitted	Refused (9)/Don't Know (1)	10	0.8%	
Total Responses		1,297		
Question: What is your current marital status, single-never married, divorced, separated, widowed, or married?				

Table A.4 Respondent's Race				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	White or Caucasian	1,067	82.3%	83.6%
	Black or African-American	146	11.3%	11.4%
	Asian	7	0.5%	0.5%
	American Indian or Alaskan	4	0.3%	0.3%
	Hawaiian or Pacific Islander	4	0.3%	0.3%
	Other	29	2.2%	2.3%
	Multi-Racial	20	1.5%	1.6%
	Total Valid Responses		1,277	98.5%
Omitted	Refused (18)/Don't Know (2)	20	1.5%	
Total Responses		1,297		
Question: What is your race, how would you classify yourself?				

Table A.5 Respondent's Origin				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Latino or Hispanic	27	2.1%	2.1%
	Not of Hispanic Origin	1,250	96.4%	97.9%
	Total Valid Responses		1,277	98.5%
Omitted	Refused (14)/Don't Know (6)	20	1.5%	
Total Responses		1,297		
Question: Are you Latino or of Hispanic origin?				

Table A.6 Respondent's Level of Education				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Grade School (1 to 8 years)	7	0.5%	0.5%
	Some High School (9 to 11 years)	82	6.3%	6.4%
	High School Graduate	370	28.5%	28.7%
	Some College, Trade, Two-Year	414	31.9%	32.1%
	College Graduate	272	21.0%	21.1%
	Post Graduate	145	11.2%	11.2%
	Total Valid Responses		1,290	99.5%
Omitted	Refused (5)/Don't Know (2)	7	0.5%	
Total Responses		1,297		
Question: What is the highest grade of school or year of college you completed?				

Table A.7 Respondent's Primary Source of Information				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Newspapers	547	42.2%	42.3%
	Television	395	30.5%	30.6%
	Internet	153	11.8%	11.8%
	Radio	97	7.5%	7.5%
	Friends and Family	52	4.0%	4.0%
	News Mags, Mailings, Other	48	3.7%	3.7%
	Total Valid Responses		1,292	99.6%
Omitted	Refused (1)/Don't Know (4)	5	0.4%	
Total Responses		1,297		
Question: Where do you get most of your information about current affairs and entertainment in the region?				

**Table A.8
Respondent's Employment Status**

Responses: Seven Categories		Frequency	Percentage of Sample	Percentage (valid)
Valid	Employed Full-Time	641	49.4%	49.7%
	Retired	305	23.5%	23.6%
	Employed Part-Time	152	11.7%	11.8%
	Unemployed	77	5.9%	6.0%
	Homemaker	75	5.8%	5.8%
	Student Not Working	20	1.5%	1.5%
	Other	21	1.6%	1.6%
	Total Valid Responses		1,291	99.5%
Omitted	Refused (4)/Don't Know (2)	6	0.5%	
Total Responses		1,297		
Responses: Two Categories		Frequency	Percentage of Sample	Percentage (valid)
Valid	Employed	793	61.1%	61.4%
	Not Employed	498	38.4%	38.6%
	Total Valid Responses		1,291	99.5%
Omitted	Refused (4)/Don't Know (2)	6	0.5%	
Total Responses		1,297		
<p>Question: Are you currently employed full-time 35 hours or more per week, employed part-time 34 or fewer hours per week, retired, homemaker not employed outside the home, student not working, or unemployed?</p>				

Table A.9 Respondent's Occupation				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Professional	169	13.0%	19.0%
	Managerial	107	8.2%	12.0%
	Services	95	7.3%	10.7%
	Sales	87	6.7%	9.8%
	Technical	84	6.5%	9.4%
	Education	87	6.7%	9.8%
	Office & Administrative Support	78	6.0%	8.8%
	Production	47	3.6%	5.3%
	Construction	41	3.2%	4.6%
	Transportation	29	2.2%	3.3%
	Farming & Related	4	0.3%	0.4%
	Other	61	4.7%	6.9%
	Total Valid Responses		889	68.5%
Omitted	Refused (1)/Don't Know (1)	2	0.2%	
	Not Asked	406	31.3%	
Total Responses		1,297		
Question: Which of the following occupations best describes the type of job that you have?				

Table A.10 Respondent's Voter Registration Status				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Registered to Vote	1,200	92.5%	92.7%
	Not Registered to Vote	95	7.3%	7.3%
	Total Valid Responses	1,295	99.8%	
Omitted	Refused (1)/Don't Know (1)	2	0.2%	
Total Responses		1,297		
Question: Right now, are you registered to vote in Ohio if your want to?				

Table A.11 Respondent's Political Ideology				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Liberal (Very)	134	10.3%	10.8%
	Liberal (Somewhat)	215	16.6%	17.4%
	Moderate	465	35.9%	37.6%
	Conservative (Somewhat)	252	19.4%	20.4%
	Conservative (Very)	170	13.1%	13.8%
	Total Valid Responses	1,236	95.3%	
Omitted	Refused (26)/Don't Know (35)	61	4.7%	
Total Responses		1,297		
Question: When you think about political issues, would you say that you think of yourself as liberal, moderate, or conservative?				

Table A.12**Respondent's Political Party Affiliation**

Responses: Eight Categories		Frequency	Percentage of Sample	Percentage (valid)
Valid	Democrat (Strong)	280	21.6%	22.1%
	Democrat (Somewhat)	272	21.0%	21.4%
	Independent (Lean Democrat)	84	6.5%	6.6%
	Independent	160	12.3%	12.6%
	Independent (Lean Republican)	64	4.9%	5.0%
	Republican (Somewhat)	169	13.0%	13.3%
	Republican (Strong)	153	11.8%	12.1%
	Something Else	87	6.7%	6.9%
Total Valid Responses		1,269	97.8%	
Omitted	Refused (19)/Don't Know (9)	28	2.2%	
Total Responses		1,297		
Responses: Four Categories		Frequency	Percentage of Sample	Percentage (valid)
Valid	Democrat	636	49.0%	50.1%
	Independent	160	12.3%	12.6%
	Republican	386	29.8%	30.4%
	Something Else	87	6.7%	6.9%
Total Valid Responses		1,269	97.8%	
Omitted	Refused (19)/Don't Know (9)	28	2.2%	
Total Responses		1,297		
Question: Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent, or something else?				

Table A.13**Respondent's Household Income**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Under \$18,000 per annum	162	12.5%	13.8%
	\$18,000 to \$36,000	289	22.3%	24.6%
	\$36,000 to \$54,000	253	19.5%	21.5%
	\$54,000 to \$72,000	182	14.0%	15.5%
	Over \$72,000 per annum	290	22.4%	24.7%
	Total Valid Responses		1,176	90.7%
Omitted	Refused (93)/Don't Know (28)	121	9.3%	
Total Responses		1,297		
Question: What is the total yearly income for your family before taxes?				

Table A.14**Household Financial Status**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Better Off Financially	380	29.3%	29.7%
	About the Same	487	37.5%	38.1%
	Worse Off Financially	411	31.7%	32.2%
	Total Valid Responses		1,278	98.5%
Omitted	Refused (4)/Don't Know (15)	19	1.5%	
Total Responses		1,297		
Question: Would you say your household is better off financially, about the same, or worse off financially than a few years ago?				

Table A.15				
Number of People in Respondent's Household				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	One Person	297	22.9%	23.0%
	Two Persons	453	34.9%	35.1%
	Three Persons	213	16.4%	16.5%
	Four Persons	193	14.9%	15.0%
	Five Persons	78	6.0%	6.1%
	Six or More Persons	55	4.2%	4.3%
	Total Valid Responses		1,289	99.4%
Omitted	Refused (0)/Don't Know (8)	8	0.6%	
Total Responses		1,297		
Question: How many people live in your current residence?				

Table A.16				
Number of Children in Respondent's Household				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	No Children	855	65.9%	66.2%
	One Child	171	13.2%	13.2%
	Two Children	154	11.9%	11.9%
	Three Children	66	5.1%	5.1%
	Four or More Children	46	3.5%	3.6%
	Total Valid Responses		1,292	99.6%
Omitted	Refused (4)/Don't Know (1)	5	0.5%	
Total Responses		1,297		
Question: How many children in your household are under 18 years of age?				

Table A.17 Respondent's County of Residence				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Cuyahoga County	434	33.5%	33.5%
	Summit County	198	15.3%	15.3%
	Stark County	130	10.0%	10.0%
	Lorain County	84	6.5%	6.5%
	Mahoning County	82	6.3%	6.3%
	Trumbull County	67	5.2%	5.2%
	Lake County	61	4.7%	4.7%
	Portage County	57	4.4%	4.4%
	Medina County	52	4.0%	4.0%
	Columbiana County	42	3.2%	3.2%
	Wayne County	38	2.9%	2.9%
	Ashtabula County	34	2.6%	2.6%
	Geauga County	18	1.4%	1.4%
	Total Valid Responses		1,297	100.0%
Omitted	Refused (0)/Don't Know (0)	--	--	
Total Responses		1,297		
Note: Respondent's county of residency was derived from sampling data.				

Table A.18				
Respondent's Zip Code of Residence				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	439s (Youngstown fringe)	12	0.9%	0.9%
	440s (Cleveland fringe)	238	18.4%	18.5%
	441s (Cleveland core)	400	30.8%	31.0%
	442s (Akron fringe)	187	14.4%	14.5%
	443s (Akron core)	99	7.6%	7.7%
	444s (Youngstown fringe)	132	10.2%	10.2%
	445s (Youngstown core)	50	3.9%	3.9%
	446s (Canton fringe)	118	9.1%	9.2%
	447s (Canton core)	51	3.9%	4.0%
	Other	2	0.2%	0.2%
Total Valid Responses		1,289	99.4%	
Omitted	Refused (0)/Don't Know (8)	8	0.6%	
Total Responses		1,297		
Note: What is your Zip Code?				
Note: Respondents were surveyed from 225 different zip codes. For brevity, the results here are grouped by the first three digits of the zip code.				

Table A.19**Respondent's Likelihood of Changing Residence**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Very Likely to Move	342	26.4%	26.5%
	Somewhat Likely to Move	242	18.7%	18.7%
	Not Likely to Move	552	42.6%	42.7%
	Have Not Thought About It	156	12.0%	12.1%
	Total Valid Responses	1,292	99.6%	
Omitted	Refused (2)/Don't Know (3)	5	0.4%	
Total Responses		1,297		
Question: How likely are you to move from your current residence within the next five years, would you say very likely, somewhat likely, not at all likely, or have you not thought about this?				

Table A.20**Respondent's Likelihood of Staying in Northeast Ohio**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Will Stay in Northeast Ohio	251	19.4%	43.3%
	Will Move From Northeast Ohio	282	21.7%	48.6%
	Not Sure	47	3.6%	8.1%
	Total Valid Responses	580	44.7%	
Omitted	Refused (0)/Don't Know (4)	4	0.3%	
	Not Asked	713	55.0%	
Total Responses		1,297		
Question: If you do move, will you remain in Northeast Ohio?				

Table A.21
Perception of Local Community As A Place To Live

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	327	25.2%	25.2%
	Good	658	50.7%	50.8%
	Fair	238	18.4%	18.4%
	Poor	59	4.5%	4.6%
	Very Poor	14	1.1%	1.1%
	Total Valid Responses		1,296	99.9%
Omitted	Refused (0)/Don't Know (1)	1	0.1%	
Total Responses		1,297		
<p>Question: Thinking about the community where you live, for example your city or township ... overall how would you rate your community as a place to live, would you say excellent, good, fair, poor, or very poor?</p>				

Table A.22				
Perception of Northeast Ohio As A Place To Live				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	170	13.1%	13.1%
	Good	632	48.7%	48.8%
	Fair	368	28.4%	28.4%
	Poor	86	6.6%	6.6%
	Very Poor	39	3.0%	3.0%
	Total Valid Responses		1,295	99.8%
Omitted	Refused (0)/Don't Know (2)	2	0.2%	
Total Responses		1,297		
<p>Question: Overall, how would you rate Northeast Ohio as a place to live, would you say excellent, good, fair, poor, or very poor?</p>				

Table A.23				
Perception of the Northeast Ohio Economy				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Economy On the Right Track	290	22.2%	23.4%
	Economy On the Wrong Track	947	73.0%	76.6%
	Total Valid Responses		1,237	95.4%
Omitted	Refused (10)/Don't Know (50)	60	4.6%	
Total Responses		1,297		
<p>Question: When you think of the Northeast Ohio economy, do you feel things are generally going in the right direction, or do you feel things have seriously gotten off on the wrong track?</p>				

Table A.24**Perception of the Job Opportunities in Northeast Ohio**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	14	1.1%	1.1%
	Good	159	12.3%	12.5%
	Fair	509	39.2%	40.2%
	Poor	430	33.2%	33.9%
	Very Poor	155	12.0%	12.2%
	Total Valid Responses		1,267	97.7%
Omitted	Refused (4)/Don't Know (26)	30	2.3%	
Total Responses		1,297		
Question: Overall, how would you rate the quality of job opportunities for people in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?				

Table A.25**Perception of the Job Opportunities for Young People in Northeast Ohio**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	26	2.0%	2.1%
	Good	210	16.2%	16.9%
	Fair	476	36.7%	38.4%
	Poor	397	30.6%	32.0%
	Very Poor	130	10.0%	10.5%
	Total Valid Responses		1,239	95.5%
Omitted	Refused (3)/Don't Know (55)	58	4.5%	
Total Responses		1,297		
Question: Overall, how would you rate the quality of job opportunities for young people in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?				

Table A.26				
Availability of Quality Health Care in Northeast Ohio				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	430	33.2%	33.6%
	Good	450	34.7%	35.2%
	Fair	225	17.3%	17.6%
	Poor	112	8.6%	8.8%
	Very Poor	63	4.9%	4.9%
	Total Valid Responses		1,280	98.7%
Omitted	Refused (2)/Don't Know (15)	17	1.3%	
Total Responses		1,297		
Question: Overall, how would you rate the availability of quality health care in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?				

Table A.27				
Affordability of Quality Health Care in Northeast Ohio				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	53	4.1%	4.2%
	Good	299	23.1%	23.7%
	Fair	449	34.6%	35.6%
	Poor	319	24.6%	25.3%
	Very Poor	140	10.8%	11.1%
	Total Valid Responses		1,260	97.1%
Omitted	Refused (1)/Don't Know (36)	37	2.9%	
Total Responses		1,297		
Question: Overall, how would you rate the affordability of quality health care in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?				

Table A.28				
Quality of Colleges and Universities in Northeast Ohio				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	364	28.1%	29.8%
	Good	702	54.1%	57.5%
	Fair	133	10.3%	10.9%
	Poor	17	1.3%	1.4%
	Very Poor	4	0.3%	0.3%
	Total Valid Responses		1,220	94.1%
Omitted	Refused (4)/Don't Know (73)	77	5.9%	
Total Responses		1,297		
Question: Overall, how would you rate the quality of colleges and universities in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?				

Table A.29				
Affordability of Colleges and Universities in Northeast Ohio				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	60	4.6%	5.0%
	Good	371	28.6%	31.0%
	Fair	450	34.7%	37.6%
	Poor	239	18.4%	19.9%
	Very Poor	78	6.0%	6.5%
	Total Valid Responses		1,198	92.4%
Omitted	Refused (2)/Don't Know (97)	99	7.6%	
Total Responses		1,297		
Question: Overall, how would you rate the affordability of colleges and universities in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?				

APPENDIX B

RESEARCH METHODOLOGY

General

The 2005 Northeast Ohio Regional Omnibus Poll is a representative, non-partisan telephone survey of nearly 1,300 households in the region. Local governmental agencies and non profit organizations were invited to take part in the poll by purchasing questions to be included on the survey instrument. Five different organization purchased questions to be asked on the 2005 poll. These organizations included Children’s Hospital Medical Center of Akron, the Cuyahoga Valley National Park Association, the Ohio & Erie Canal Corridor Coalition, the Historic Gateway Neighborhood and Warehouse Districts, and Kent State University.

The 2005 Northeast Ohio Regional Omnibus was sponsored, in part, by the Northeast Ohio Research Consortium (NEORC), a program of the Ohio Urban University Program (UUP). The UUP is a program of the Ohio General Assembly and the Ohio Board of Regents, established to apply the expertise of the state’s urban universities to identify urban challenges and facilitate solutions designed to enhance the vitality of Ohio and its metropolitan regions. The Northeast Ohio Research Consortium was formed in 1979 to provide research and technical assistance to the Northeast Ohio region. NEORC is a cooperative initiative of Northeast Ohio's public universities, including The University of Akron, Cleveland State University, Kent State University and Youngstown State University. NEORC’s sponsorship of the Northeast Ohio Regional Omnibus Poll significantly lowered the cost of purchasing survey questions, thereby making it practical for government and non-profit organizations to participate in the poll.

The poll was conducted by the Center for Policy Studies, a division of the Institute for Health and Social Policy at the University of Akron. The Center has been in operation since 1982 and provides quality research to national, state and local public service organizations. Beyond the Northeast Ohio Regional Omnibus Poll, the Center for Policy Studies conducts annual omnibus polls for Summit, Stark and Medina Counties.

Survey Methodology

The Northeast Ohio Regional Omnibus Poll is a large-scale, random probability survey of adults (18 or older) residing in thirteen Northeast Ohio Counties. The counties surveyed include Cuyahoga, Lorain, Medina, Wayne, Summit, Stark, Portage, Geauga, Lake, Ashtabula, Trumbull, Mahoning, and Columbiana counties. The final sample for the 2005 Northeast Ohio Regional Omnibus Poll consisted of 1,297 respondents. As the poll is a random sample, the sample sizes for individual counties varies according to the size of the given county's actual population size in relation to the regional population. As such, counties with greater population have higher sample sizes. An over sample was conducted in Cuyahoga County to ensure a high degree of accuracy for this core county as well as the overall sample. The number of completed interviews per county was monitored throughout the time the interviewing was taking place in order to ensure a representative sample of the region was obtained.

The general population statistics derived from this sample size provide a precision level of plus or minus three percent at a confidence interval of 95% for the Northeast Ohio region, plus or minus four percent for the Cleveland metropolitan region, plus or minus five percent for Cuyahoga County, plus or minus seven percent for Summit County, and plus or minus nine percent for Stark County. Because of the smaller sample sizes for the other counties in the region, the results should not be viewed as statistically representative of the overall population within these counties. The number of households surveyed for each county is outlined in Table A.17 of Appendix A.

The survey questions of participating organizations were prepared with assistance from the Center for Policy Studies. In addition to the five modules of questions for participating organizations, a series of demographic questions were asked as part of the poll. The results of these questions are contained in Tables A.1 through A.18 of Appendix A. In addition, a series of supplementary questions were also asked regarding general topics such as respondent attitudes towards the quality of life in the region, health of the local economy, and quality of job opportunities, health care, and colleges and universities. Separate reports are issued to each of

the participating organizations. Organizations may chose to share the information collected on their behalf.

The samples for the research were generated by a nationally known supplier: Survey Sampling, Incorporated of Fairfield, Connecticut. Using a Random Digit Dialing protocol, the initial sampling procedures generated a representative sample. In addition, further sample screening for disconnects was pursued in order to provide more accurate and efficient samples. Included in this sample were both listed and unlisted household telephone numbers. Each household was given an introduction explaining the purpose of the survey and the topics of questions being posed. Residents outside of the region were screened out of the sample. The respondent from each household was chosen at random ensuring a representative sample of the population.

The survey instrument was tested prior to the interviewing phase. Fielding began on March 22, 2005. The interviewing process took two months and ended on April 27, 2005. Most calling took place between the evening hours of 5:15 pm and 9:30 pm. Still, some interviews took place during daytime hours to accommodate respondent schedules. The interviews lasted 16 minutes on average.

Quality Control

Interviewers at the Center for Policy Studies are professionally trained personnel who have completed a comprehensive training program, which concludes with both a skills assessment and screening exam. A quality control system, consisting of silent monitoring protocols and dedicated monitors, ensured the collection of high quality data.

Interviewing was conducted using Computer Assisted Telephone Interviewing technology, which improves the context of the interviewing process itself. In addition, by virtue of the use of computers, data is captured immediately. This facility offers the opportunity to carefully monitor all aspects of the data collection process. Since the technology itself permits evaluation of the validity of incoming input and reflects in literal format the selected responses entered by the interviewer, there is rigorous quality control and data validation immediately upon entry.